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Clean energy leaders call on Canada to “double, double, double” by 2050

Industry associations and think tanks urge federal government to pair its electricity supply goal with national electrification and energy efficiency objectives

OTTAWA — September 17, 2026 — Leading Canadian clean energy industry associations and think tanks have submitted a letter to Prime Minister Mark Carney calling on the federal government to expand its emerging national electricity strategy around three mutually reinforcing objectives: **double electricity supply, double electrification and double energy efficiency by 2050**.

The organizations strongly support the government’s commitment in *Powering Canada Strong: A National Strategy for an Electrified Canadian Economy* to double Canada’s electricity supply by 2050. But they argue that building more electricity infrastructure alone will not ensure Canadians realize the full economic, affordability and energy-security benefits of that investment.

The letter calls on the federal government to add two complementary objectives:

- **Double electrification by 2050** — at least doubling the share of Canada’s final energy needs supplied by electricity; and
- **Double energy efficiency by 2050** — doubling the economic value Canadians generate from each unit of energy consumed.

Together, the three objectives would provide Canada with a clear national mission for building a larger, more efficient and more affordable energy system.

“Canada has an enormous opportunity to turn abundant clean electricity into a global competitive advantage,” said Ian Bruce, President of New Economy Canada. “To seize it, we need to build more clean power, help industries and businesses use it in more ways, and get more economic value from every unit of energy we consume.”

The letter argues that the approach would advance several of the federal government’s core priorities: lowering household and business energy costs, improving productivity and competitiveness, strengthening energy security and reducing emissions.

“Energy efficiency is what makes every new investment in electricity work harder for Canadians,” said Corey Diamond, Executive Director of Efficiency Canada. “By wasting less energy in our homes, buildings and industries, we can lower bills, improve productivity and free

up clean electricity to power more of the economy. A national goal to double energy efficiency would put affordability at the heart of Canada's electricity strategy."

It also notes that Canada would be moving in step with major international partners, notably the European Union, with whom Canada is pursuing a closer economic relationship. The European Union and France have established explicit electrification strategies, while Canada is participating in the international Electrify Now initiative, which is advancing a global objective for electricity to supply 35 per cent of final energy demand by 2035.

"Doubling electricity supply is the right ambition," said Chris Severson-Baker, Executive Director of the Pembina Institute. "Pairing it with equally ambitious goals for electrification and energy efficiency would ensure those investments translate into greater prosperity, affordability, economic reconciliation, energy security and resilience for Canadians."

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Additional quotes:

"Canada will need much more electricity as our economy grows and more transportation, heating and industry electrifies. Wind, solar and energy storage are among the lowest-cost sources of new electricity, and they can be built quickly to help meet rising demand while supporting a reliable and affordable electricity system." - **Vittoria Bellissimo, President and CEO of the Canadian Renewable Energy Association**

"Canada's electricity needs are growing, and meeting them will require both significantly more clean electricity and a clear plan for how we use it. Canada has enormous untapped renewable energy resources, including offshore wind, tidal, wave, and river current energy. Aligning electricity supply, electrification, and energy efficiency will help ensure we make the most of those resources and strengthen reliability, energy security, and economic growth." – **Elisa Obermann, Chief Executive Officer, Marine Renewables Canada**

"Doubling Canada's electricity supply will require energy storage to ensure new generation can be used when and where it is needed. A national strategy that advances electricity supply, electrification and energy efficiency together will strengthen reliability, affordability and Canada's economic competitiveness." - **Justin Rangooni, President and CEO, Energy Storage Canada**

"Building out Canada's clean electricity backbone is only half the project—a means to two distinct and essential ends. As the recent investment summit made clear, low-priced clean power is a serious competitive advantage that will bring more investment dollars into Canada. And secondly, and just as important, it will power the EVs and heat pumps that bring real, lasting energy savings to Canadian families." - **Rachel Doran, Executive Director, Clean Energy Canada**

"Electric Mobility Canada members are helping build the electrified economy Canada needs. By accelerating electrification, we can create skilled jobs, strengthen Canadian industries and keep more energy dollars in Canada, especially since most of our electricity is generated and delivered by Canadian, largely publicly owned utilities." - **Daniel Breton, President and CEO, Electric Mobility Canada**

"The National Electricity Strategy is an important step toward building the infrastructure and industrial capacity needed to support Canada's electrified economy. The priority now must be execution. Canada needs to move quickly to translate this ambition into investment in grid capacity, resilient supply chains, domestic manufacturing and energy efficiency. Our electrical and automation industry is ready to provide the technologies, equipment and expertise needed to help build a more affordable, competitive and energy-secure economy." - **Carol McGlogan, President & CEO, Electro-Federation Canada**

"Many Canadian families are suffering because of volatile global fuel prices. Switching to EVs offers an affordable, reliable cost savings for Canadian families that enhances Canada's energy sovereignty, so long as we step up efforts to build out a national charging network. Expanding Canada's energy ambition to include a doubling of electrification, backed by smart policy, programs and investment, will ensure Canadians can benefit from the affordability of driving an EV." - **Travis Allan - President and CEO, Canadian Charging Infrastructure Council**

"Canada has an incredible opportunity to electrify more of the economy while maintaining reliable and affordable electricity for Canadians and businesses across the country. That will be crucial for Canada's economic competitiveness, especially as the country looks to the European Union where electrification, efficiency, and clean energy are core to the economic and trade agenda." - **Rick Smith - President and CEO, Canadian Climate Institute**